Economics of Sustainable Site Design: Madison's Central Park

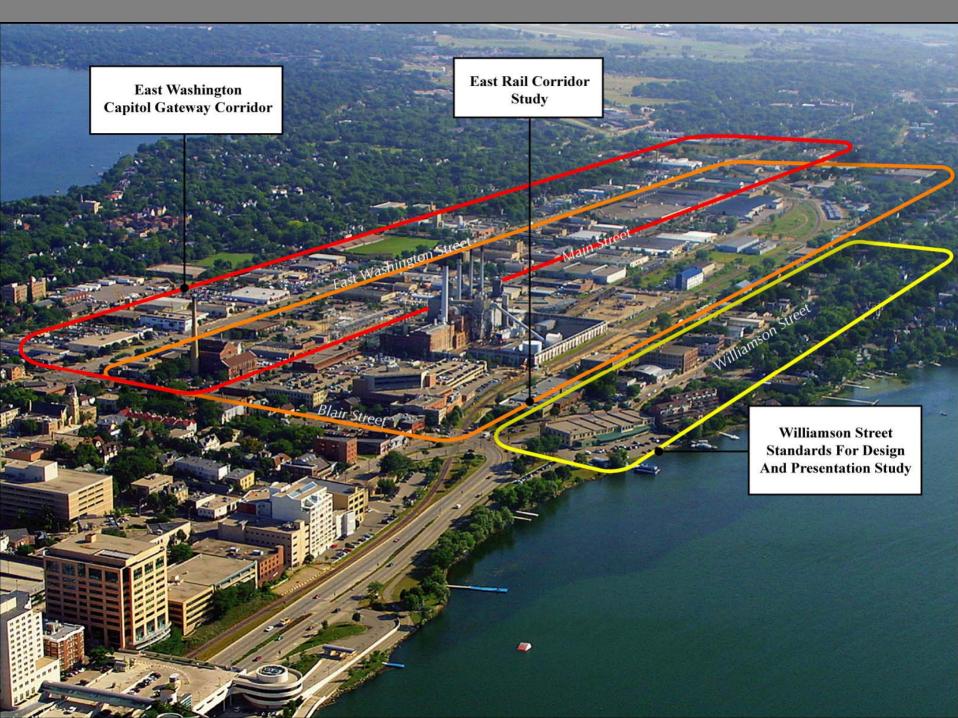
Mark A. Olinger, Director

Department of Planning & Development

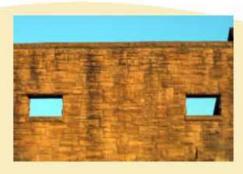
City of Madison

October 20, 2005









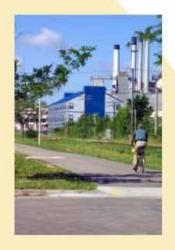




















The Capitol Gateway Corridor and the Central Park: The Challenge and Opportunity of Organic Urban Redevelopment

"The City should be a celebration of circumstances."

~Frank Lloyd Wright

The Capitol Gateway Corridor celebrates:

- The circumstance of its industrial, utility and transportation heritage,
- The circumstance of a diverse and caring community, and
- Its rightful place as part of the vibrant future of Madison.



naracter established businesses and entrepreneurs





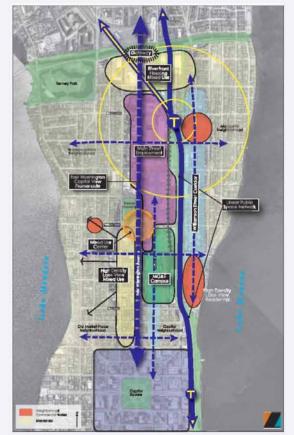












- East Washington Avenue
- Williamson Street
- Main Street
- Rail corridor
- Yahara River

- Rail transit
- **Enhanced East**
 - Washington Avenue
- Fiber optic corridor
- Improved linear
- open space system Bike trail
- Power

- Traditional & emerging business employment
- Riverfront development .
- MGE campus enhancements
- Urban residential
- - Entrepreneur retention/expansion

The Capitol Gateway Corridor: Building on Assets

- <u>Transit-oriented redevelopment</u> for more intense land uses and potential new models for regional transit such as street cars and / or commuter rail.
- Regional transportation linkages such as a metropolitan bikeway, area-wide transit service, and a major State highway that now run through the area, and existing transportation facilities such as Metro's Service Center that serve the region.
- Active neighborhoods interested, beyond the questions of physical redevelopment, in the social capital issues of redevelopment, such as <u>affordable housing</u>, <u>neighborhood character</u>, and <u>public art</u>.

Capitol Gateway Corridor Crafting a Vision

The long-term development and land use vision for the Capitol Gateway Corridor is grounded in:

- -East Rail Corridor Plan
- -TID 36
- -Capitol Gateway Corridor B.U.I.L.D.
- Employment Center
- Residential Uses
- Park & Open Space



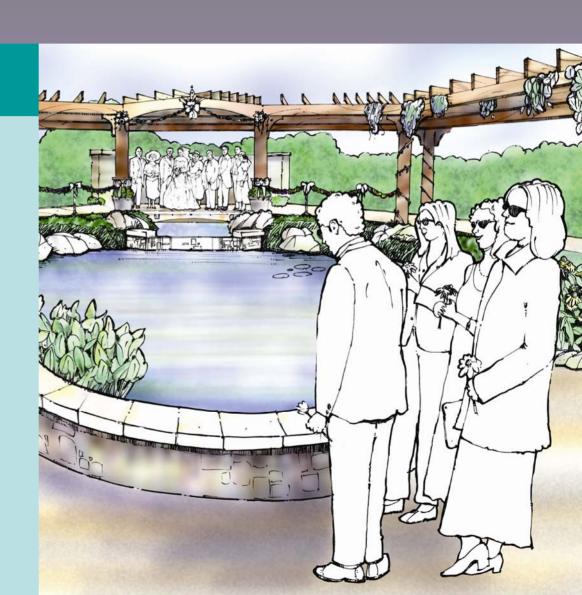
	Total Acres - %		New Uses - %		Existing Uses - %	
Residential	22.8	13%	12.0	7%	10.8	6%
Commercial & Industrial	90.7	52%	3.5	3%	87.2	49%
Park & Open Space	27.3	15%	21.5	12%	5.8	3%
Right-of-Way	36.2	20%				
	Projections with New Uses (all are approximate)					
Housing Units	362 Additional Units at a density of 25 units per acre					
Commercial & Industrial Space	Loss of 193,033 square feet with addition of 227 jobs (net amounts at 2.0 F.A.R.)					
Park & Open Space	22+ Additional Acres					

Vision



Vision

Park Re-defined



Vision

Park Re-defined Madison's Values



Vision

Park Re-defined

Madison's Values

Home for Business



Vision

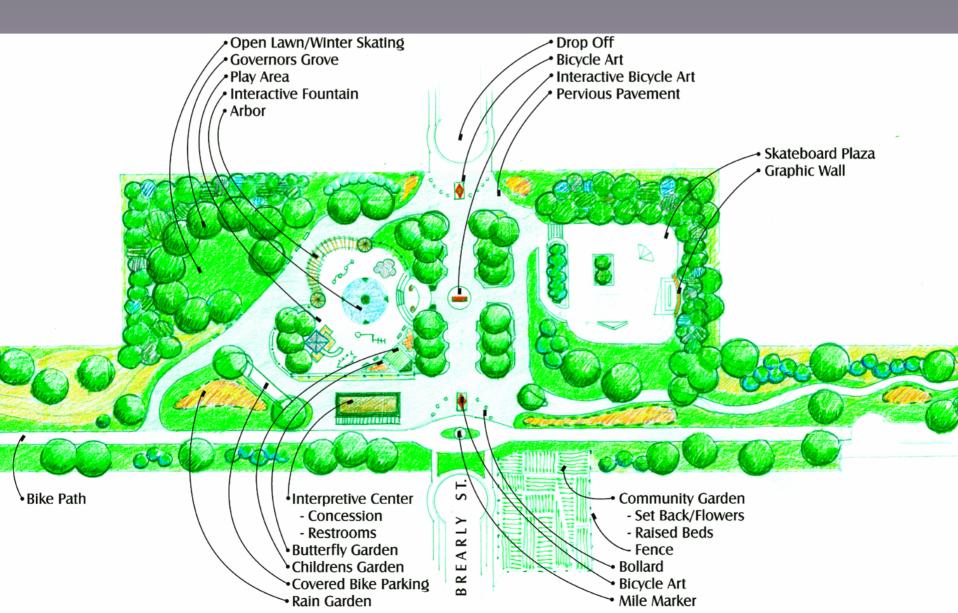
Park Re-defined
Madison's Values
Home for Business
Unique Amenities

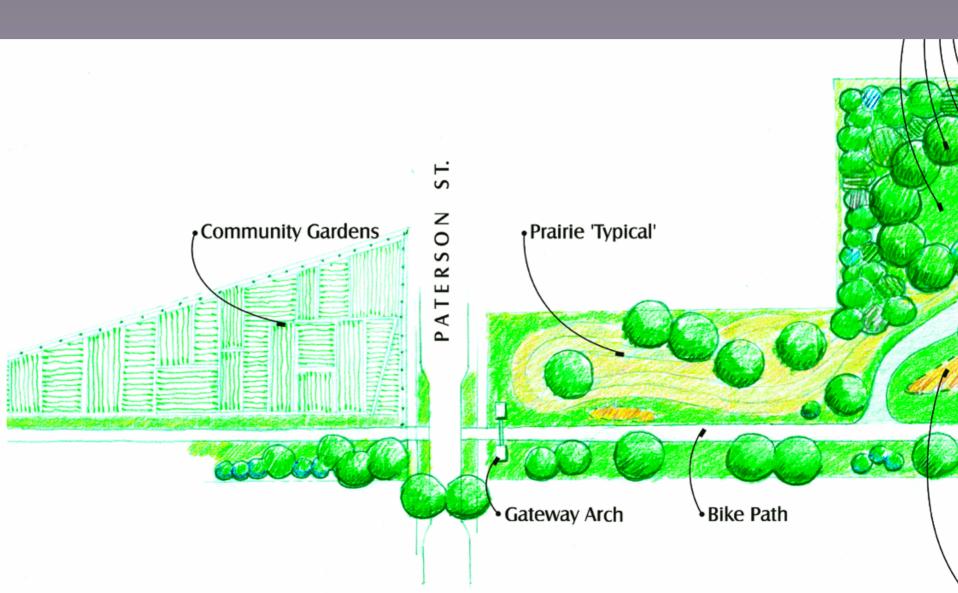














Momentum

ERC Collaboration



Momentum

ERC Collaboration Raised >\$7 Million



Momentum

ERC Collaboration
Raised >\$7 Million
Acquired ½ Parkland



Momentum

ERC Collaboration
Raised >\$7 Million
Acquired 1/2 Parkland
Public Planning Process



Momentum

ERC Collaboration
Raised >\$7 Million
Acquired ½ Parkland
Public Planning Process
Concept Plan



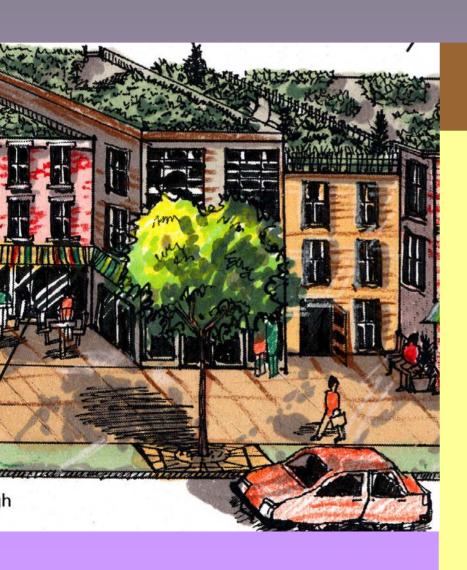
Momentum

ERC Collaboration
Raised >\$7 Million
Acquired ½ Parkland
Public Planning Process
Concept Plan
Contamination Clean-up



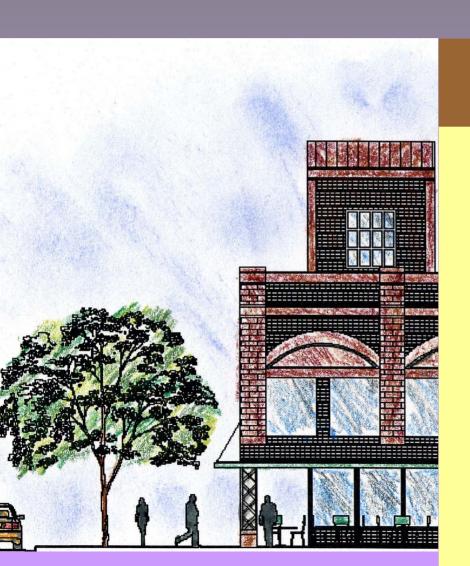
Momentum

ERC Collaboration Raised >\$7 Million Acquired ½ Parkland **Public Planning Process Concept Plan Contamination Clean-up Initial Public Events**



Acting Now

Rising Property Values

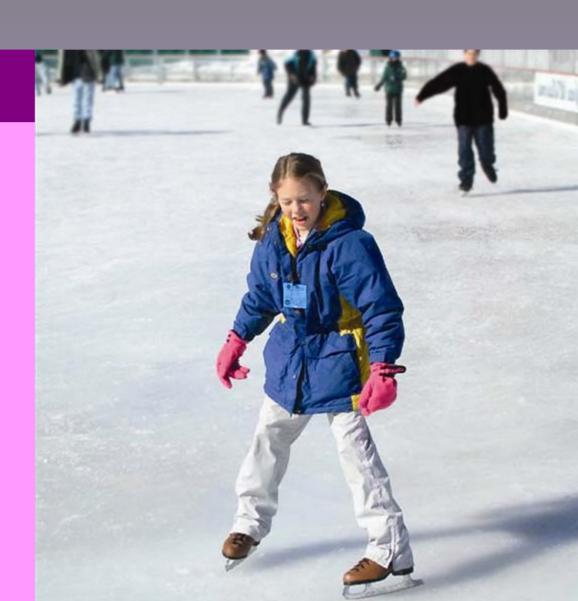


Acting Now

Rising Property Values
Accelerated Non-Park
Investment

Funding

\$20 Million



Funding

\$20 Million 50% Public

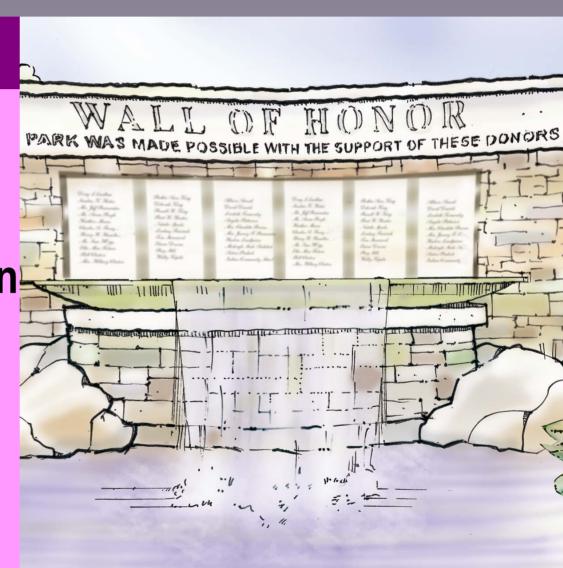
- -Federal \$3.5 Million
- State Funding
- City Commitment



Funding

\$20 Million 50% Public

- -Federal \$3.5 Million
- State Funding
- City Commitment\$5 Million50% Private





Implementation

Visioning/Programming



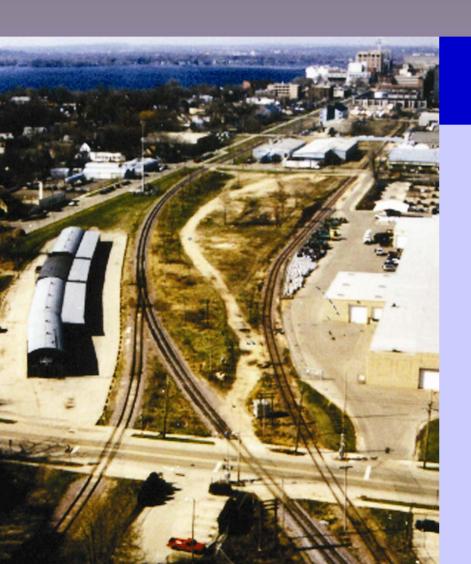
Implementation

Visioning/Programming Raise Funds



Implementation

Visioning/Programming Raise Funds Acquire Land



Implementation

Visioning/Programming
Raise Funds
Acquire Land
Rail Relocation



Implementation

Visioning/Programming
Raise Funds
Acquire Land
Rail Relocation
Construction



Implementation

Visioning/Programming
Raise Funds
Acquire Land
Rail Relocation
Construction
Convey to City



Implementation

Visioning/Programming Raise Funds **Acquire Land Rail Relocation** Construction **Convey to City** Co-Manage w/ Parks

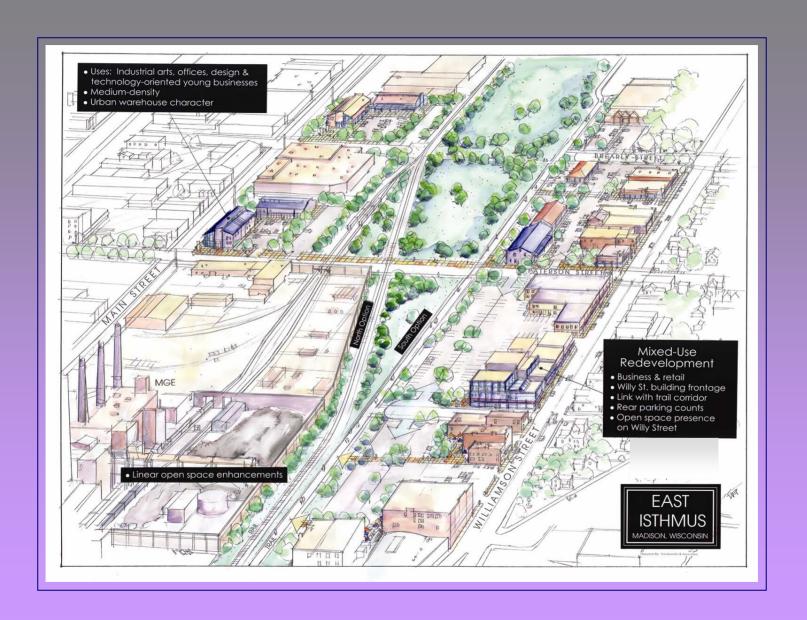


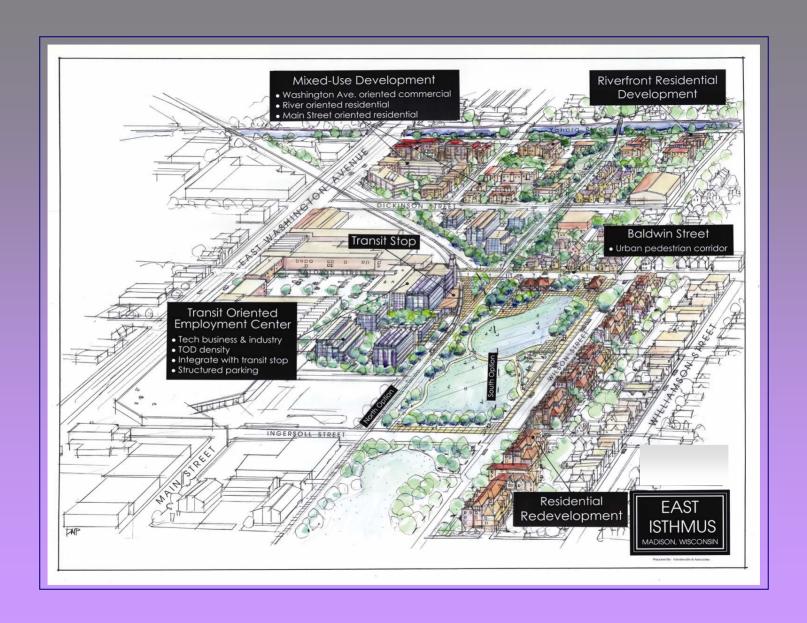
Maintaining the Legacy

A stewardship endowment

Vendor leases (community gardens, skateboarders, plaza / tent rentals for weddings, event fees, food vendor permits, etc.

Ongoing partnership with not-forprofit that sustains fundraising and volunteer programs







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